

Message Text

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14

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-02

INR-07 NSAE-00 OC-05 USIA-15 BIB-01 /050 W

----- 073848

R 282201Z JAN 76

FM AMCONSUL MONTREAL

TO SECSTATE WASHDC 7204

INFO USDOC WASHDC

AMEMBASSY OTTAWA

AMCONSUL QUEBEC

UNCLAS MONTREAL 102

E. O. 11652: N/A

TAGS: ETEL, BGEN, CA

SUBJ: DELETION OF TELEVISION COMMERCIALS

REF: 75 MONTREAL 1637

1. ON JANUARY 27, 1976 CANADIAN RADIO-TELEVISION COMMISSION RENEWED LICENSES OF MONTREAL'S TWO CABLE TV FIRMS BUT INCLUDED CONDITION THAT THEY MOVE TO DELETE COMMERCIALS FROM PROGRAMS PICKED UP FROM U.S. STATIONS. AS REPORTED IN OUR 1637 THIS ACTION WAS FULLY EXPECTED. THE TWO FIRMS, CABLE TV LIMITED, AND NATIONAL CABLEVISION LTD., MUST INFORM CRTC BY APRIL 1 OF PROGRESS OF PLANS TO ACCOMPLISH DELETION.

2. ACCORDING TO A NATIONAL CABLEVISION REPRESENTATIVE WITH WHOM WE SPOKE ON JANUARY 28, TARGET DATE FOR ACTUAL DELETION IS DECEMBER 31, 1976. HE VOLUNTEERED THAT CABLEVISION IS INTERESTED IN THE POSITION, IF ANY, THE QUEBEC PUBLIC SERVICE BOARD WILL TAKE ON THIS ISSUE AND THAT CABLEVISION OFFICIALS WILL MEET WITH PSB LATER THIS WEEK. FYI: QUEBEC GOVERNMENT THROUGH ITS PSB HAS BEEN CHALLENGING CRTC'S AUTHORITY OVER CABLE FIRMS IN THIS PROVINCE SINCE LATE 1972. IN FALL 1974, A CRTC LICENSEE TOOK THE PSB TO COURT AFTER PSB AWARDED A CABLE PERMIT WHICH CONFLICTED WITH HIS CRTC LICENSE. HE LOST BUT HAS APPEALED. THE COURT'S DECISION, DUE IN MARCH, COULD BE A STEP TOWARD SETTLEMENT

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OF THE CRTC-PSB CONFLICT OVER JURISDICTION. HOWEVER, TO OUR

KNOWLEDGE THE PSB DOES NOT HAVE A POLICY ON THE ORIGIN OR CANADIAN CONTENT OF ADVERTISING EXCEPT COMMERCIALS ACTUALLY PRODUCED BY CABLE OPERATORS.

3. A CABLE TV SPOKESMAN TOLD US THAT HIS FIRM CONTINUES TO OPPOSE THE DELETION OF COMMERCIALS FOR THE REASONS SET OUT IN OUR 1637. HE SAID CABLE TV IN ITS REPORT DUE APRIL 1 WILL ENDEAVOR TO CONVINCE CRTC TO CHANGE ITS RULING. HOWEVER, HE ADMITTED THAT IF THIS APPROACH FAILS THE FIRM WILL HAVE NO ALTERNATIVE BUT TO COMPLY OR LOST ITS LICENSE. CONGEN THINKS THERE IS NO LIKELIHOOD CRTC WILL CHANGE ITS RULING.
HARPER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, TELEVISION BROADCASTING, TRADE COMPLAINTS, LICENSES, CABLE TELEVISION
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MONTRE00102
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760033-0927
From: MONTREAL
Handling Restrictions: n/a
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Legacy Key: link1976/newtext/t19760114/aaaaalps.tel
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Margaret P. Grafeld
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EO Systematic Review
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Review Withdrawn Fields: n/a
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TAGS: ETEL, BGEN, CA, US, CRTC
To: STATE
Type: TE
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